GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

The Prohibition of Child Marriages Act 2006 & Andhra Pradesh Prohibition of Child Marriages Rules, 2023 – Effective implementation of the provisions of the Act & Rules for prevention of Child Marriages – Formulation of Standard Operating Procedure (SOP) and strategy to be followed for prevention of Child Marriages in the State of Andhra Pradesh – Orders – Issued.

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DEPARTMENT FOR WOMEN,CHILDREN, DIFFERENTLY ABLED & SENIOR CITIZENS (PROG.II)

G.O. Ms. No.39 Dated:15.09.2023
Read the following:

1. The Prohibition of Child Marriages Act 2006.
2. Memo No. 1692818/2022/PROG-I/A1 of Department for Women, Children, Differently Abled & Senior Citizens (Prog.II), Dt: 13.04.2022.
3. G.O. Ms. No. 16 of Department for Women, Children, Differently Abled & Senior Citizens (Prog.II), Dt: 01.05.2023
4. G.O.Ms.No. 31, Department for Women, Children, Differently Abled & Senior Citizens (Prog.II), Dated.14.06.2023.

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ORDER :

Child Marriage is an age old social evil which is prevalent in our society for times immemorial. It is an evil practice that snatches all the rights from the child. The ill effects of child marriage are prevalent across cultures and have no barrier of caste or religion. Even boys are married under their legal age in many rural communities. There are cases where girls are married to way older men. Child marriage has a number of ill effects on the health and productivity of the present generation and many times it may lead to immoral trafficking also.

2. The Government decides to have a focused approach involving all the stakeholders both Government functionaries, Civil Society Organizations and the society in general to put an end to this social evil and making the State as **Child Marriage free Andhra Pradesh**.

3. A committee consisting of 6 District Collectors and 3 Superintendents of Police was constituted to suggest a clear strategy for addressing this Social evil in a constructive and collective manner.

4. The Committee while submitting its report, proposed many measures such as formulation of Standard Operating Procedure (SOP), implementation & monitoring mechanism of the Act & Rules, constitution of Committees at various levels from State Level to Village/Ward Level, Protocol to be followed while addressing the Child Marriage issues, etc., to be initiated for effective

implementation of the Prohibition of Child Marriages Act, 2006 & Andhra Pradesh Prohibition of Child Marriages Rules, 2023 for preventing the Child Marriages in the State.

5. Government of Andhra Pradesh has decided to the take the measures proposed by the above committee and formulated the strategy paper (Annexure-I), the Standard Operating Procedure (SOP) (Annexure-II), the schemes that directly or indirectly address the issue of preventing child marriage (Annexure-III) and also to organise a month long campaign (Annexure-IV) across the State every year for eliminating the Social evil of Child Marriages in the State.

6. Accordingly, the following instructions are issued on the roles and responsibilities of Line Departments for carrying out the campaign, action to be taken by the Collectors & District Magistrates

6.1. All the line departments shall perform the role the roles departments shall perform the roles and responsibilities as specified in the strategy paper and SOP.

6.2 The Collectors & District Magistrates of the State as the District level Child Marriage Prohibition Officers and the Nodal Officers for the Act & Rules, shall ensure to organize month-long awareness campaign every year by involving all the stake holders i.e. elected public representatives of all levels, concerned line departments, CMPOs of all levels, SHGs, youth clubs, NCC, NSS volunteers, NGOs, public, etc., for combating child marriages in the state.

6.3 The Collectors & District Magistrates in the State shall ensure to carry out in the district the following **activities on regular basis** every year:

6.3.1. District wise hotspots where child marriages are prevalent to be identified and sensitisation activities to be conducted. Wall paintings to be taken up at vulnerable areas as part of the programme on the ill effects of Child Marriages and penal provisions under the Act.

6.3.2. To create awareness on the Strategy and SOP among all the stakeholders including Purohits, Pastors, Mullahs, Management of Kalyana Mandapams, Catering service providers, event managers etc.

6.3.3. To be more vigilant during the auspicious occasions such as Akshaya Trutiya, Sravana and Magha months, etc. which have a large scope for mass solemnization of marriages so as to prevent Child Marriages.

6.3.4. Identification and enrollment of adolescent girls(15-18 years) and boys (15-21 years) into open school/intermediate and other distance education programmes.

6.3.5. Skill Development trainings to be taken up to the Adolescent Girls, who are out of the Schools/Colleges with the support of SHGs and NGOs.

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6.3.6. Quarterly review meetings shall be conducted with all Child Marriage Prohibition Officers (CMPOs) by the Divisional and District level Nodal Officers.

6.3.7. Ensure to provide periodical trainings & capacity building programmes to all the CMPOs at all levels with the support of District Child Protection Unit at District Training Centers concerned.

6.3.8. Ensure awareness programs to be conducted on periodical basis at all Schools, Junior Colleges, Residential Schools, Welfare Hostels, KGBVs etc. on child rights, child protection issues, helpline services etc., in coordination with WD&CW and VS&WS department.

6.3.9. Ensure to organize sensitization programmes to the Public Representatives (local bodies) with the support of Panchayat Raj and Municipal Administration Departments.

6.3.10. Ensure that SHG families, SHG Groups, SHG Village Organisations become child marriages free by undertaking specific awareness programmes for all SHG members against child marriages including integrating adolescent girls education support programmes as part of SHG gender and social audit programmes.

7. The State, District, Division and Mandal level Child Welfare & Protection Committees will monitor the functioning of Village/Ward Child Marriage Prohibition & Monitoring Committees and also provide necessary guidance and support.

8. The Commissioner, WD&CW Dept. will provide necessary formats for uploading the reports by the respective CMPOs and Nodal Officers from time to time through https://wdcw.ap.gov.in.

9. The budget for the campaign and regular activities can be utilized from the district SNA account of the BBBP funds.

10. All the Line Departments and the Collectors & District Magistrates in the State shall ensure that the above instructions are carried out for effective implementation of the provisions under Prohibition of Child Marriages Act 2006 and Andhra Pradesh Prohibition of Child Marriages Rules, 2023 at all levels for making the State as Child Marriages Free Andhra Pradesh.

Ecl: Annexures I-IV

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. K.S.JAWAHAR REDDY
CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner, Women Development & Child Welfare,
A.P., Guntur.
The School Education Department, A.P., Secretariat.
The Medical, Health & Family Welfare Department,
A.P., Secretariat.

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The GV/WV & VS/WS Department, A.P., Secretariat.
The Revenue Department, A.P., Secretariat.
The PR & RD Department, A.P., Secretariat.
The MA & UD Department, A.P., Secretariat.
The CEO SERP, A.P., Vijayawada.
The CEO, MEPMA, A.P., Vijayawada.
The Law Department, A.P., Secretariat.
The Home Department, A.P., Secretariat.
The GA (I&PR) Department, A.P., Secretariat.
The Revenue (Endowments) Department, A.P., Secretariat.
The Minorities Welfare Department, A.P., Secretariat.
The Revenue (Regn, & Stamps) Department, A.P., Secretariat.
The P.S to Principal Secretary to Govt., to C.M.
The P.S to Secretary to Govt., to CS.
The P.S to Minister(WCDA&SC) to Govt.,
The P.S to Principal Secretary to Govt., Dept. for WCDA&SC.
All the District Collectors & Magistrates in the State with a request to communicate to all the Divisional, Mandal, Village level officers in the District.

//FORWARDED :: BY ORDER//

SECTION OFFICER

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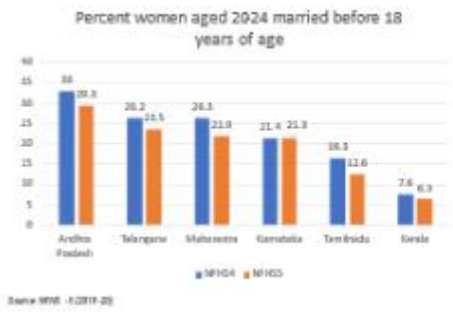
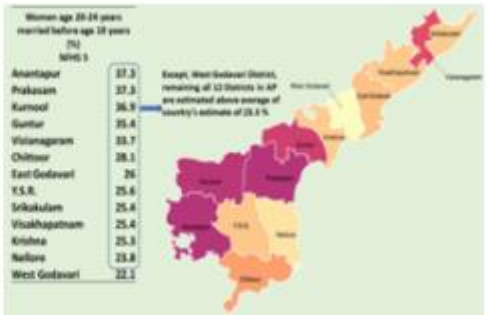
Annexure-I to G.O.Ms.No.39, Dept., for WCDA&SC(Prog.II), Dated.15.09.2023

Strategy for ending child marriages in the state of Andhra Pradesh

1. **Introduction :** India has the largest adolescent population of any country in the world. Child marriage is a violation of child rights and has a negative impact on physical and mental health, emotional development, education and gaining employable skills of a child. Limited education opportunities, inadequate socio-economic infrastructure, lack of safe means of conveyance, discrimination against girls are main causes of child marriage. Although there is widespread public awareness on Prohibition of Child Marriages Act 2006, the traditions and customs are prevailing upon the law and the practice of Child Marriage continues in many segments of our society.

2. **Current status of Child Marriages Andhra Pradesh:**





3. **Consequences of child marriages:**

- The basic right of the child is being violated in child marriage. Child marriage ends a girl's childhood, curtails her education, minimizes her economic opportunities, increases her risk of domestic violence and puts her at risk for early, frequent and very high-risk pregnancies.
- Adolescent mothers are at a higher risk of maternal mortality and morbidity due to premature pregnancies.
- Girls under 15 years are five times more likely to die during delivery than women in their 20s and face higher risk of pregnancy-related injuries.
- Children of child brides are 60% more likely to die in the first year of life.
- Child brides from poor families are isolated and denied education and employment opportunities, making it difficult for them to break out the cycle of poverty as their children are also more likely to be illiterate.
- The boys also will face many problems with under aged marriages such as non-completion of education, lack of skills to get a good livelihood, low

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income sources, incapacity to cope up with family issues and look after the family, etc. may lead to domestic violence, addiction to alcoholism and failure of marriages.
- Violence and abuse can lead to post-traumatic stress and depression.

Many governments have recognized the impact of child marriages on their economy. According to the International Centre for Research on Women and the World Bank, ending the practice of child marriages would save billions of dollars in annual welfare expenditures.

4. Drivers of Child Marriages:

- Avoiding expenditure on female education : Female children are treated as burden on the family economic base and they are treated as someone else's asset.
- Minimizing Marriage Expenditure: Bridegrooms with higher qualification demand more dowries. If girl is educated groom should be more educated than bride. So more the girl is educated, more is the marriage expenditure.
- Poverty of Family: Female children are victimized by poverty of the family. So, poor families resort to child marriage to avoid all sorts of expenditure
- Social Insecurity: It is general perception that a married woman is safer against offences than an unmarried woman.
- Single Parent Families: Single parent families are compelled to reduce the burden by performing marriage to their below 18 years girl child.
- Incapacitated / irresponsible Parents: Financial, social, physical, mental incapacity of irresponsibility of the parent/s also lead to Child Marriage many times.
- Customs and Traditions: Local perceptions regarding an ideal age of marriage are connected with economic factors such as dowry, bride price and so on.
- Fear of safety of Girls: In some cases parents are performing marriages to their girl children for keeping them safe from sexual offences and other atrocities.
- Love affairs & elopements: The love affairs & elopement among the youth also became a major cause for Child Marriages.
- Poor knowledge of legal rights: Lack of awareness among community about the legal age of marriage and consequences of violating child marriages prohibition act 2006.
- Poor implementation of Acts: The marriage registration Act ensures the age of the bride and groom but not effectively implemented.

5. Vision : AP State aims to achieve SDG 5.3 and ensure prohibition of child marriages by 2030. To achieve the target, the WD&CW Department is taking an integrated approach in coordination with key departments to strengthen the implementation mechanism.

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6. Statutory provision to prevent Child Marriages:

Child marriage was made illegal in India in 1929 by the '**Child Marriage Restraint Act**'. It was later replaced by the **'Prohibition of Child Marriages Act,2006**'(PCMA) on which widespread awareness has been created. Thereafter, to strengthen the implementation of PCMA, 2006 the Government has appointed 'Child Marriage Prohibition Officers' to prevent child marriages and to sensitize communities over this issue.

7. Andhra Pradesh Prohibition of Child Marriages Rules (APPCMR) 2023 :

- Under the provisions of the Prohibition of Child Marriages Act, 2006, the State Government has issued the Andhra Pradesh Prohibition of Child Marriages Rules 2012 and revised the Rules in the year 2023 for effective implementation of the PCMA 2006.
- Child Marriage Prohibition Officers (CMPOs) are appointed at various levels to deal with the offenses related to child marriages, empowered to provide all necessary aid to victims of child marriage and can produce the children before the Child Welfare Committee(CWC) for rehabilitation services required if any.

District Level	- Collector & District Magistrate
Divisional level	- Sub Collector / Revenue Divisional Officer
Block level	- Child Development Project Officer
Municipal level	- Municipal Commissioner of Municipal Corporation/ Municipality
Mandal level	- Tahsildar, Mandal Parishad Development Officer, Mandal Educational Officer and ICDS Supervisor
Police Station level	– Designated Child Welfare Police Officer
Village level	– Panchayat Secretary, Village Revenue Officer, Village Woman Protection Secretary / Mahila Police
Ward level	– Ward Administrative Secretary, Ward Revenue Officer Ward Woman Protection Secretary / Mahila Police

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- **Village Child Marriage Prohibition and Monitoring Committee is as following:**
  - Vide G.O.Ms.No.31 of Women and Child Welfare Dept., Govt. of Andhra Pradesh, dt.14.07.2023.

1.	Gram Panchayat Sarpanch/ Councilor/ Corporator	- Chairperson
2.	The Panchayat Secretary/ Admin. Secretary	- Member
3.	Village/ Ward Revenue Officers of Revenue Dept.,	- Member
4.	Local School Head Master / Teacher	- Member
5.	Members of Self Help group/ Gram Samakhya	- Member
6.	Elected Panchayat Women Members	- Member
7.	ANM of the Village / Ward Sachivalayam	- Member
8.	NGO functioning in the area	- Member
9.	A Woman member from Youth Organization	- Member
10.	Anganwadi Worker	- Member
11.	Women Protection Secretary / Mahila Police	- Member Convener

8. **Implementation Mechanism:**

- The State Child Welfare and Protection Committee under the Chairmanship of Chief Secretary will oversee the implementation of Child Marriages Prevention activities. Principal Secretaries/Secretaries from Home Affairs, Dept. of Health and Family Welfare, Dept. of Education, Dept. of Panchayat Raj and Rural Development, Dept. of Skill Development, Dept. of Municipal Administration and Urban Development will be the members of the committee.
- Since multiple departments have a critical role in preventing child marriages, the responsibility for implementation will be shared across the departments with specific roles and responsibilities.

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9. **Roles and responsibilities of Various Departments:**

Department	Roles and Responsibilities
Women Development and Child Welfare Department	• To act as Nodal Department to support adolescent girls in all activities, to support out of school girls to get back to school by liaising with School Education, GSWS, SERP, MEPMA, PR&RD, Police and MA&UD Departments. • Formation of Adolescent Girl groups at GSWS level to provide holistic approach and support for all adolescent issues through AWW or MSKs as Mentors or peers as mentors. • To provide data of hotspot areas (for child marriages) to districts based on data • To organize awareness meetings on child marriages and educate adolescent girls and families on ill effects of child marriages through GSWS and MSKs. • To liaison with Education department to support dropout students to access open School/College Education in coordination with School/College Education. • To provide a dashboard for monitoring rescued and rehabilitated children. • Providing counseling services and rehabilitation services from CHL-DCPU, DCPU and One Stop Center.
Department of School/Intermediate Education	• To include PCM Act & Rules and case studies as part of 7th/8th class syllabus. • To take steps to enroll out of school children upto 18 years of age in High Schools, Junior Colleges, back-to-school, open schools or Bridge schools, etc. as applicable. • To identify vulnerable children (long absentees, children of single/ orphaned parents, etc.) through School Health Ambassador (or any teacher notified for this purpose) and pass on the information to local CMPOs and Village/Ward Child Marriage Prohibition and Monitoring Committee (V/WCMPMC). • Support in tracking school drop-outs and preventing child marriages through MEOs, Cluster Resource Persons and Education/Welfare Secretaries of V/W Secretariats.

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	• To provide guidelines for mandatory admission of rescued children in residential schools/institutions. • Increase access to junior colleges particularly for girls. • To create awareness on the ill effects of child marriages through School Health program, Gender Socialization and School Safety Programmes including in junior colleges. • To ensure supply of sanitary napkins to all girl children. • Increase the access of Open School and Open Intermediate online classes through Mana TV, YouTube videos and such other Apps.
Department of Health and Family Welfare	• To create awareness on the ill effects of child marriages and early child births through ASHAs and ANMs with special focus on health implications. • To ensure adolescents get proper awareness on health and physiological changes through adolescent friendly health clinics as and when required. • To provide counseling services to adolescent girls through peer educators and adolescent friendly health clinics. • To ensure that doctors do not issue birth/ age certificates directly to persons on request, which can be produced during legal proceedings to nullify the same. • To mobilize Indian Medical Associations and such other groups in raising awareness against child marriages.

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Village/Ward Secretariat Department.	• Survey to identify out of school adolescent girls and share the data for mapping with village level government functionaries. • To regularly take part in all adolescent group meetings at VSWS level and act as mentors(VRO/PS/WAS/MSK/WEA/WEDPS) . • Education/Welfare Secretary with assistance of Volunteers to track the out of school adolescent girls and ensure enrollment in schools. • In coordination with concerned line departments sensitization activities to be conducted to marriage hall owners, religious performers, caterers, event managers, photographers, tailors and other stakeholders for not offering their services to child marriage cases by maintaining proper age proof of the bride and groom for verification to ensure that no child marriages are taken place. • To take up awareness programmes for fathers of adolescent girls and boys on against child marriages by reaching out to agricultural farmers associations/groups. • To take up sensitization activities of all Aadhar Enrolment Kendras (AEKs) to ensure age modifications are not taken up without proper proof. • Formation & strengthening the Village / Ward Child Welfare & Protection Committees. • Check that no benefits from DBT schemes accrue to families participating or encouraging child marriages.
Revenue Department	• The Collector & District Magistrate at District level and Revenue Divisional Officer at Divisional level will act as Nodal Officer for the PCM Act & Rules and conduct quarterly review meetings with the CMPOs and concerned line departments including NGOs in the process of prevention of child marriages. • Organizing and issuing birth and age certificates for adolescent girls and boys who are not having them in coordination with Panchayats, Village secretariats. This would enable them for their entitlements, schemes as per the eligibility. • To identify and prevent child marriages by

(Cont..12)

	ensuring registration of births and marriages. • To initiate disciplinary action on the CMPOs who failed to act properly in preventing Child Marriages as per the Act & Rules. • To organise awareness & sensitization programmes to all the CMPOs and communities on the complications and legal provisions of the PCMA 2006 & APPCMA2023.
Panchayat Raj & Rural Development and Municipal Administration & Urban Development Departments	• To conduct awareness and sensitization to all public representatives from all PRI institutions and ULBs (through orientation and trainings) to publicly speak-out and denounce child marriage as a social evil and to actively declare their respective constituencies child marriage free. • To develop Code of Conduct on preventing and reducing child marriages for Marriage Hall Owners, Shadikhanas, Madrasas, tent and material suppliers, Photo & Video Graphers, etc. • To take up wall paintings in villages and high burden areas and hoardings in public places, nearby all educational institutions, all religious institutions on punishments and ill effects of child marriage. • To implement rules for compulsory registration of all marriages through GSWS. • To collaborate with local Civil Society Organizations, Self Help Groups, Religious Leaders, Youth Organizations etc. for prevention of child marriages.
SERP & MEPMA	• To create awareness through SHGs on consequences of child marriages and early child births. • To work in coordination with AWW, ANM, ASHA & MSKs in educating the families of adolescent children for prevention of child marriages. • All meetings at SHGs/VOs/Zilla Samakhyas shall conduct discussions on the three-point agenda- Education, Child Marriages & Anaemia. • Declaring SHGs/ VOs/ Zilla Samakhyas, Villages, Wards as Child Marriage free. One of the criteria in grading of VOs shall

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	be based on their pro-active measures taken in prevention of child marriages.
Law Department	• Work in coordination with WD&CW, Revenue and Police Depts for effective enforcement of the PCMA and rehabilitation of the child bride/groom. • To ensure regulation and rehabilitation measures are implemented after rescue and follow up the same through DLSA. • To issue injunction orders for prohibiting solemnization of child marriages as and when required. • To ensure speedy and exemplary judgments in such cases to act as deterrence. • Ensure regulation and rehabilitation measures are implemented after rescue of the child bride.
Police Department	• To provide assistance and security to CMPO on receipt of complaint from CMPO. • Filing of FIR on those involved in Child Marriages under relevant sections of PCMA/POCSO and to bind over all stakeholders as required as per Cr. PC through concerned Executive Magistrate. • To include all participating stakeholders as accused in the FIRs/ Charge Sheets. • Mahila Police to track the movement of adolescent girls in her jurisdiction continuously. • Collaborate with Child Help Line 1098/112 to rescue vulnerable adolescent girls. • To integrate child marriage prevention programmes as part of their community outreach programmes, SHE teams.
I&PR Department.	• To take up Newspaper ads, ads in TV / Radios/ Cinema Theatres. • To take up social media campaigns through Reels/Shorts on punishments and ill effects of child marriage to create awareness and to prevent of child marriages. • Develop audio visuals on punishments and ill effects of child marriage (effect on health and finances of the family) and broadcast the same in electronic media to create awareness on prevention of child marriages among the general public.

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	• To provide publicity on punishments for violation of CMP act in print/electronic/social media and by displaying Hoardings at all prominent places.
Endowments/ Minorities Departments	• To sensitize religious leaders to act as advocacy agents against child marriages and contribute to changes in social and community norms in child marriage. • To develop Code of Conduct against child marriages for Purohits, Pastors, Kazis and such other groups. • To have systems in place and issue instructions to all the concerned to ensure the age proof of bride & groom for conducting marriages at religious places. • To display the legal provisions and legal implications of Child Marriages at all religious places where marriages are occurred usually for the sake of public awareness. • To generate awareness on prevention of child marriages and punishments for violation of the PCMA. • To ensure no mass solemnizations of child marriages takes place during occasions such as Akshaya Trutiya, Maha Shivaratri, Sravana and Magha months, etc.,
State Skill Development Corporation	• To periodically identify adolescents in need of skilling and make them part of various programs being taken up through Skill Hubs, etc. • To design and initiate Apprenticeship Programme for 15-18 years age group adolescent girls and boys in convergence with Labour departments/ School Education/Board of Intermediate Education. • To design new and innovative skill training programmes for 15-18 years girls and boys and integrating them with open school and open intermediate programmes linking apprenticeship and other suitable arrangements.

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Registration Department	• To implement rules for compulsory registration of all marriages at Panchayat and ULB level similar to Registrations of Births & Deaths.

10. **Monitoring Mechanism:**

- Child Protection Committees renamed as Child Welfare and Protection Committees (under Mission Vatsalya) are in place at state and district levels. This committee shall meet on a quarterly basis to review the progress of child marriage prevention activities and provide necessary decisions. They will also monitor the functioning of Village/Ward Child Marriage Prohibition & Monitoring Committees on regular basis and also provide necessary guidance and support to these committees.
- Since the committees consist of the elected public representatives, Officials from multiple departments, Civil Society Organizations have a critical role in taking all measures for preventing child marriages at their jurisdiction.

Dr. K.S.JAWAHAR REDDY
CHIEF SECRETARY TO GOVERNMENT

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SECTION OFFICER

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Annexure-II to G.O.Ms.No.39, Dept., for WCDA&SC(Prog.II), Dated.15.09.2023

Standard Operating Procedures for the field level functionaries

In order to achieve Child Marriage free Andhra Pradesh, it becomes imperative to bring about universal monitoring of all adolescent girls of the state till they attain the age of 18. This brings about the reversal from earlier approaches of being reactive to child marriage incidences to pro- active measures in identifying vulnerable children and preventing their marriage under 18. The Departments of Women Development and Child Welfare, Medical & Health, Education, Police, SERP and GSWS must work in very close co-ordination for prevention of child marriages. Core interventions along with monitorable indicators for these departments have been developed as following on prevention of child marriages.

1. Identification and mapping :

1.1 The GSWS department shall identify and maintain the list/database of all Adolescent Girls (14-18).

1.2 This database shall be mapped with the concerned staff of VSWS / village level CMPOs / members of the Village Child Marriage Prohibition & Monitoring Committee for ensuring continuity of their education/skill development/open school through continuous follow up until they complete 18 years of age.

1.3 Each village level functionary will have not more than 25 adolescent girls for monitoring purpose.

1.4 The village level functionaries to be mapped with are (i) Panchayat secretary/ Ward Administrative Secretary, (ii) Village/Ward Revenue Officer (iii) Mahila Police (iv) ANM (v) AWW (vi) Education & Welfare Secretary (vii) Remaining staff of VSWS

2. Prevention :

2.1 If any child is found to have dropped out of school / absenteeism from school for the reason of child marriage or otherwise, the same child shall be immediately reported as vulnerable child by that village level functionary.

2.2 Any attempt of child marriage on such adolescent girls shall be reported by the concerned mapped village level functionary to the CMPO. The CMPO in turn will take all possible steps and stop the child marriage as

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mandated in the PCM Rules 2023. Such children data will then become part of the separate category database (scale of vulnerability) entailing close monitoring and follow-up.

2.3 The concerned Child Welfare Police Officer (CWPO) who is also designated as Child Marriage Prohibition officer at mandal level should apply for injunction order to prevent the child marriage.

2.4 Any failure to prevent a child marriage will also entail appropriate action against the officials as mentioned in the said rules in a 3-stage graded manner – Warning, Penalty under disciplinary proceedings and Removal.

3. Follow-up:

3.1 It shall be the responsibility of the Mahila Samrakshana Karyadarsi (MSKs) / Mahila Police of the respective of Village / Ward to follow up regularly on all the vulnerable children, reported as in para 2.1 above, till they attain the age of 18. The V/W Child Marriage Prohibition & Monitoring Committee shall closely monitor and support the efforts of MSKs including regular interaction with the family.

4. Rehabilitation measures by various departments :

All affected/vulnerable children to be provided relief and rehabilitation measures as a positive reaffirmation to the child and family in the manner as mentioned below :

4.1 School/Intermediate Education Dept:

4.1.1 Provide access to school for the girl children at least up to intermediate education, including the policy level interventions of ensuring equal number of seats b/w school and intermediate education complemented by boarding facilities in remote and vulnerable areas.

4.1.2 The identified vulnerable children should be in school/college/any other vocational courses so as to re-integrate them within the mainstream education.

4.2 WD&CW Dept:

4.2.1 Online Application to monitor the core interventions mentioned as part of the SoP. Identification of hotspots for child marriages using this online application and 1098/112 services.

4.2.2 To provide counseling and rehabilitation services to the victims of

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child marriages and other vulnerable children through DCPU and One Stop Center.

4.2.3 Conduct 4 weeks intensive campaign every year for social and behavioural change communication on prevention of child marriage, in co-ordination with other line departments.

4.3 Health Dept :

4.3.1 Peer Education Sessions for adolescent girls conducted at Village / ward Sachivalayam

4.3.2 Awareness sessions conducted by Family Doctor to Adolescents and their parents when they visited the villages/wards.

4.4 SERP:

4.4.1 All meetings at SHGs/VOs/Zilla Samakhyas shall conduct discussions on the three-point agenda- Education, Child Marriages & Anaemia

4.4.2 Declaring SHGs/ VOs/ Zilla Samakhyas, Villages, Wards as Child Marriage free. One of the criteria in grading of VOs shall be based on their pro-active measures taken in prevention of child marriages.

4.5 GSWS:

4.5.1 Verification of marriage certificate mandatorily (age at marriage) before sanctioning of any Government Scheme to the family so as to prevent the child marriages.

4.5.2 Strengthen and utilise the SBCC cells formed at district levels for regular campaigns on child marriages.

5. Monitoring Indicators:

1. Percentage of Out of School/College Adolescent Girls(15-18 years) protected and empowered through Adolescent Girls Collectives
2. Percentage of 10^{th} class passed out adolescent girls and boys continuing their education by joining higher classes/courses
3. Percentage of Out of School/College Adolescent Girls (15-18 years) enrolled into Open School/Open Intermediate or who opted are enrolled into Skill Training/Apprenticeship and such other employable programmes
4. Percentage of SHGs/VOs and panchayats/wards declared child marriages free
5. Percentage of Non-Residential High Schools and Junior Colleges having fully functional toilets for girls including safe sanitary pad disposal systems

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6. Protocol to be followed on receipt of distress call in 1098/112 (during marriage preparations stage):

- Information to CMPO / Anganwadi Worker/ Members of Village committee rush to the child's family/ marriage spot, etc.
- Inform to SHO of the local Police Station for sending Police personnel / Child Welfare Police Officer (CWPO) to assist the CMPO and the Committee in stopping Child Marriage or rescuing the child if necessary.
- Verification of required documents i.e. Date of birth/ School Records, etc. for determining the age of the Child.
- Counseling to the parents, bride & bridegroom about the legal complications under the Act& Rules and disadvantages of Child Marriages.
- Convincing the parents, bride & bridegroom not to perform the Child Marriage by involving the public representatives/Local elders and SHG members as per the requirement.
- Signing of consent form by the parents of bride & bridegroom for not performing the marriage until the children attain the marriage age.
- Follow up of the child and family by the V/W Mahila Samrakshana Karyadarshi / Mahila Police until the children attain the marriage age.
- Linking education and necessary support services for child to continue education, skill trainings.

7. Protocol to be followed after occurrence of marriage :

- After receipt of call / information, a complaint shall be lodged against the parents and all other stakeholders who caused / supported the Child Marriage by Panchayat Secretary/Ward Administrative Secretary at rural and urban areas respectively after confirmation of the child marriage and with proper proofs under Prohibition of Child Marriage Prohibition Act 2006 & Protection of Children from Sexual Offences Act 2012
- Rescue the victim child and produce before Child Welfare Committee by the CMPO/ CWPO/MSK.
- Providing counseling to the Child after rescuing – Professional Counselor through DCPU / OSC.
- Admitting the Child into education support programmes, Schools/KGBVs/Social Welfare Hostels with CWC Orders till the child completes 18 years of age by OSC/ DCPU and the MSK concerned shall follow up.

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- Post follow up to be made by visiting the house/ home of the child – MSK & ICDS Supervisor.
- Follow up the cases in Courts by Legal cum Probation Officer DCPU / Para Legal Personnel of OSC.

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Annexure-III to G.O.Ms.No.39, Dept., for WCDA&SC(Prog.II), Dated.15.09.2023

Schemes

1. Kasturba Gandhi Balika Vidyalaya (KGBV) : To ensure access and quality education for girls belonging to SC, ST, OBC and minorities in difficult areas (where the female rural literacy is below the national average and the gender gap in literacy is above the national average).KGBVs are mainly mainstreaming out-of-school/dropout children and taking up enrolment drives in villages.

2. Sakhi Centres (One Stop Centres) : The objectives of the Scheme is to provide integrated support and assistance under one roof to women affected by violence, both in private and public space. It facilitates immediate, emergency, and non-emergency access to a range of services including medical, legal, psychological and counseling support under one roof to fight against any forms of violence against women. Victims of child marriage can also access necessary support through these centres.

3. CHILD HELP LINE - 1098: Child Help Line is a toll-free emergency helpline number (1098/112) run by District Child Protection Unit under the control of District Collector. Anyone can call round the clock for child related issues and can avail rescue, rehabilitation and reintegration services of Children in Need of Care & Protection on free of cost.

4. CHILD WELFARE & PROTECTION COMMITTEE (CWPC): As part of Mission Vatsalya guidelines, CWPCs at various levels i.e. Village/ Ward to State level are to be made functional to protect the rights of the children for creating and promoting a child-friendly safe environment. The cases of child marriage are to be reported to the Child Help Line, local CMPOs and DCPU through these Committees.

5. BETI BACHAO – BETI PADHAO (BBBP): Multi-sectoral action is operationalized in all the districts of the state to ensure protection and survival of the girl child.

6. YSR Kalyanamasthu / Shadi Thofa : AP Govt has introduced this scheme to provide financial security to the poor families before and after marriage to support poor girls and to eliminate child marriages in the State.

7. Jagananna Amma Vodi : Jagananna Amma Vodi Scheme is a welfare program implemented by the Government of Andhra Pradesh and was launched in January 2020. The primary objective of the scheme is to provide financial

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assistance to support the education of children from economically disadvantaged families. The government will provide financial assistance to the mother of children 15000 rupees annually to provide educational support to their children. All the beneficiaries who are living in below poverty line in Andhra Pradesh will get advantage of this scheme irrespective of any caste, religion and region.

8. Jagananna Vidya Deevena: This is a scholarship scheme where financial funds will be provided to all the students who are willing to study and gain higher education but they are unable to pay their fees because of the financial burden of their families. Many of the students in Andhra Pradesh state have great academic scores but are unable to pay their fees. So, the Government of Andhra Pradesh has launched the Jagananna Vidya Deevena scheme to help all those students.

9. Jagananna Vasathi Deevena : Under this scheme, the government provides for the hostel and mess charges of BPL students. This amount would be given in installments basis. The main objectives of the scheme are to improve the Gross Enrolment Rate (GER), provide quality higher education, to ensure continuation of students in the stream of higher education and equip the students with essential skills and to promote higher education in girls. Industrial Training Institute Courses (ITI) students will receive Rs.10,000 every year, Polytechnic students get Rs.15,000 and degree students get Rs.20,000 as fee reimbursement. Full fee reimbursement is provided for SC/ST students irrespective of courses.

10. Mahila Police and Volunteers : The government has appointed Mahila Police in all Village/Ward Secretariats to address all Women & Children protection issues like domestic violence, sexual abuse, sexual harassment, Out of Schooling, school drop outs, human trafficking and child marriages, child abuse, offences against Children, Children in Street Situation, etc. in their jurisdiction. The Mahila Police personnel will act as primary level CMPO at Village/Ward level to prevent child marriages. Volunteers appointed for every 50 households are key contacts for prevention of child marriages.

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Annexure-IV to G.O.Ms.No.39, Dept., for WCDA&SC(Prog.II), Dated.15.09.2023

Yearly campaign on Social and Behaviour Change Communication

1. The Social and Behaviour Change Communication needs to be done at multiple levels deploying a combination of SBCC approaches. Integrated approaches to SBCC for adolescent empowerment through peer and intergenerational dialogue and community engagement have the potential to improve knowledge, attitudes, and behaviors related to child marriage prevention.
2. The campaign plan and package designed on ending child marriage is built on empowerment and aspirational approach which carries much higher appeal, shows different possibilities and alternatives to child marriage, subtly challenges gender stereotypes and provides confidence to parents and communities to defy existing, negative social norms. The government of Andhra Pradesh with support from UNICEF will implement a targeted, highly visible and attractive campaign for ending child marriage, the details of which are provided below.
3. **Campaign Objectives:**

   The proposed campaign aims to:
   - Promote positive behaviours such as continuation of education, self confidence, self-esteem, self-efficacy amongst adolescents girls and their parents
   - Inspire girls and their families to say no to early marriage, female feticide, abuse and violence.
   - Create an enabling environment and a new social norm which values the girls, celebrates their existence and promotes their empowerment. .

4. Target Audience :

The campaign will focus on the following audiences with targeted interventions to influence their behaviours and the prevalent social norms around the issue of child marriage.

4.1 Community Level : Primary Audience

- School children and adolescents (classes 8 to 12)
- Mothers & fathers of adolescent girls
- Other family members / influencers within the family

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4.2 Institutional Level : Secondary Audience

- Educational Institutions : Teachers
- Anganwadi Centers : AWWs and Mahila Police
- Village Ward Secretariat: Secretariat staff and volunteers
- ST/SC/BC Hostels: Hostel Welfare Officers
- PRI: Sarpanch and members
- Village SHGs: VO leaders, SHG leaders and members
- NSS/NYKS: Youth volunteers

4.3 Departments Level and Other Stakeholders

- Women and Child Development department
- Education Department
- ST/SC/BC Welfare Hostels
- Department of Gram & Ward Secretariats
- Rural Development Department for SERP
- Panchayati Raj Department
- Tribal Welfare Department
- MEPMA
- NGOs / CBOs and Faith Based Organizations
- Local district level media, including Community Radio Stations

5. Suggested Plan for 4-Week Campaign on Ending Child Marriage

S. No	Activities	Responsibility	Timeline
01	**Planning Meeting – State level** WCD, Education, Gram & Ward Secretariats, RD/SERP, MEPMA, Tribal Welfare, Panchayati Raj, MA&UD, Police, Family & Health, Registration, Revenue, Endowments, I & PR All Welfare Departments etc.,	Department of Women & Child Development	Week 1
02	**Planning Meeting – District level Govt. Departments :** WCD, Police, Revenue, Education, Gram & Ward Secretariats, RD/SERP, MEPMA, Welfare Departments, Endowments, I&PR, Panchayati Raj, Family Welfare & Health NSS, NCC, Coordinator NYKS **Non-govt stakeholders :** NGOs/CBOs, CSOs, FBOs, local media etc.	Chair - District Collector Convenor – PD ICDS	Week 1

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03	**Letters and Guidelines :** From District Collector to all educational institutions (government and private), ST/SC/BC Welfare Hostels, Gram & Ward Secretariats, CWPOs, Tahsildars, CDPOs, Supervisors, Endowments MPDOs, SERP / MEPMA, District NSS Coordinator, District NYKS Coordinator for implementation of the planned activities for Ending Child Marriage Campaign	Office of District Collector	Week 1
04	**Training / Orientation:** The respective line departments to organize a half-day orientation for the stakeholders on the campaign plan and roles. • WCD: for AWWs and Child Protection Committees (CPCs) • Health: for ANMs and ASHAs • Education: for teachers / wardens in all types of educational institutions • NSS: for NSS volunteers at college level • NYKS: for youth volunteers at village level • SERP and MEMPA: for SHGs leaders and members • Gram Ward Sachivalayam: for staff and volunteers • RDPR / SIRD: for Sarpanch and PRI members • State SBCC Cell at Gram Ward Sachivalayam: Faith Based Organizations and religious leaders	Respective line departments	Week 1
05	**Media orientation :** A workshop with media personnels at state level as well as district level • Print media • RJs of radio FM channels • TV channels	I&PR at state level District Information Officer at district level	Week 2
06	**Faith Based Organizations :** Organize a meeting with FBO leaders at district level and seek their support in the following.	Endowments & Minority Welfare with support of	Week 3

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	a. Counselling families against child marriage b. Oath not to support and participate in any child marriage. c. Disseminate campaign messages to their followers through social media. d. Videos and written appeals of religious leaders speaking against early marriage and endorsing education and empowerment of girls	Office ofDistrict Collector	
07	**Women & Child Development** **a. Adolescents participation:** Mobilize and convene meetings of adolescent girls and boys at AWC and engage them in a discussion on causes, harmful effects of child marriage and possible solutions b. **Written oath** by all adolescent boys and girls saying no to child marriages, supporting each other in continuing education and reporting the possibility of child marriage and/or school drop-out well in advance	WCD - AWWs	Week 2 to 4
08	**SERP and MEPMA** a. **Discussion** on ending child marriage in every SHG group with emphasis on role of SHG members in prevention (one meeting in August and to continue every alternate month) b. **Written oath** by all SHG members and their husbands on saying no to child marriages and continuing girls education within their groups (sphere of influence) c. Disseminate **campaign messages** to all SHG members through WhatsApp	SERP and MEPMA district and municipal units – VO and SHG leaders	Week 3 and 4

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09	**Gram & Ward Secretariats** a. **Home visits** by Village/Ward Volunteers to all the households of adolescent girls and engage with parents. b. Share about **schemes of GoAP** for adolescents' girls with house-holds. c. Organize **rallies / human chains** involving parents and community members in their respective area of operation (50 / 100 households) d. Disseminate **campaign messages** on WhatsApp groups of households covered by each volunteer e. **Recognition of positive deviant families:** Identify stories of parents who have supported their daughters in continuing their education and have said no to child marriage. Disseminate these on social media as appreciation. f. **IEC materials:** Display of posters at strategic locations	Department of Gram & Ward Secretariats – Village and Ward volunteers and Secretariat staff	Week 2 to 4
10	**Educational Institutions (including hostels)** a. **Students'participation:** Teachers to conduct a special session with students of classes 8 to 12 on causes, harmful effects of child marriage and involve them to discuss possible solutions. b. **Written oath** by all students of classes 8 to 12 saying no to child marriages, supporting each other in continuing education and reporting the possibility of child marriage and/or school drop-out well in advance c. **Creative scanning activity:** Students to be encouraged to scan their neighbourhood, identify any cases of positive deviance (against child marriage, school drop-out, abuse etc.) and share anonymous reports in class	Education Department – Teachers ST/SC/BC Hostels - Hostel Welfare Officers and teachers	Week 2 to 4 Activity (e) to continue on a monthly basis

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	through stories, skit, poem, poster etc. d. **Competitions:** Organize poster exhibition, story writing, poem / song writing, debates on the adolescents' issues e. **Empowerment Activities:** Organize monthly sessions on Life Skills Education in all residential schools/hostels. Organize Adha-full sessions in high schools/hostels on a monthly basis.		
11	**National Service Scheme** a. **NSS Volunteers participation:** Programme Officers (POs) of each NSS Unit to conduct a special session with NSS Volunteers on causes, harmful effects of child marriage and involve them to discuss possible solutions. b. **Written oath** by all NSS Volunteers saying no to child marriages, abuse, violence, gender discrimination and supporting vulnerable adolescents in continuing education and reporting the possibility of child marriage and/or school drop-out well in advance. c. **Creative scanning activity:** NSS Volunteers to be encouraged to scan their neighbourhood, identify any cases of positive deviance (against child marriage, school drop-out, abuse etc.) and write anonymous stories to publish on social media. d. **Competitions:** Organize slogan writing, debates on adolescent issues. e. **Rallies:** Organize rallies with other students of the college in the college neighbourhood. f. Disseminate **campaign messages** on WhatsApp groups of households covered by each volunteer.	District NSS Coordinator – NSS Programme Officers	Week 2 and 4

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12	**Panchayati Raj Institutions** a. Organize Gram Sabha and take a resolution not to allow child marriage in their village. b. Share about **schemes of GoAP** for adolescent girls with PRI members and village community. c. Organize an exclusive meeting with village influencers and mobilize their support and commitment to prevent child marriages in their villages / Panchayats. d. Disseminate **campaign messages** on WhatsApp groups of households covered by each volunteer	Department of Rural Development & Panchayati Raj	Week 2 and 4
13	**Awareness building:** using print media, radio and social media platforms to disseminate accurate information on child marriage issues. The attached materials can be used for the same. • Large No. of News Paper Ads • Ads in TV/Radios/Cinema Theatres Social media campaigns through Reels/Shorts • Wall paintings in villages and high burden areas • Hoardings in public places, nearby all educational institutions, all religious institutions.	I&PR at state level Office of District Collector with District Information Officer	Week 2 to 4
14	Closing of Campaign for the current year	Office of District Collector	Week 4

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